

FIG. 1A

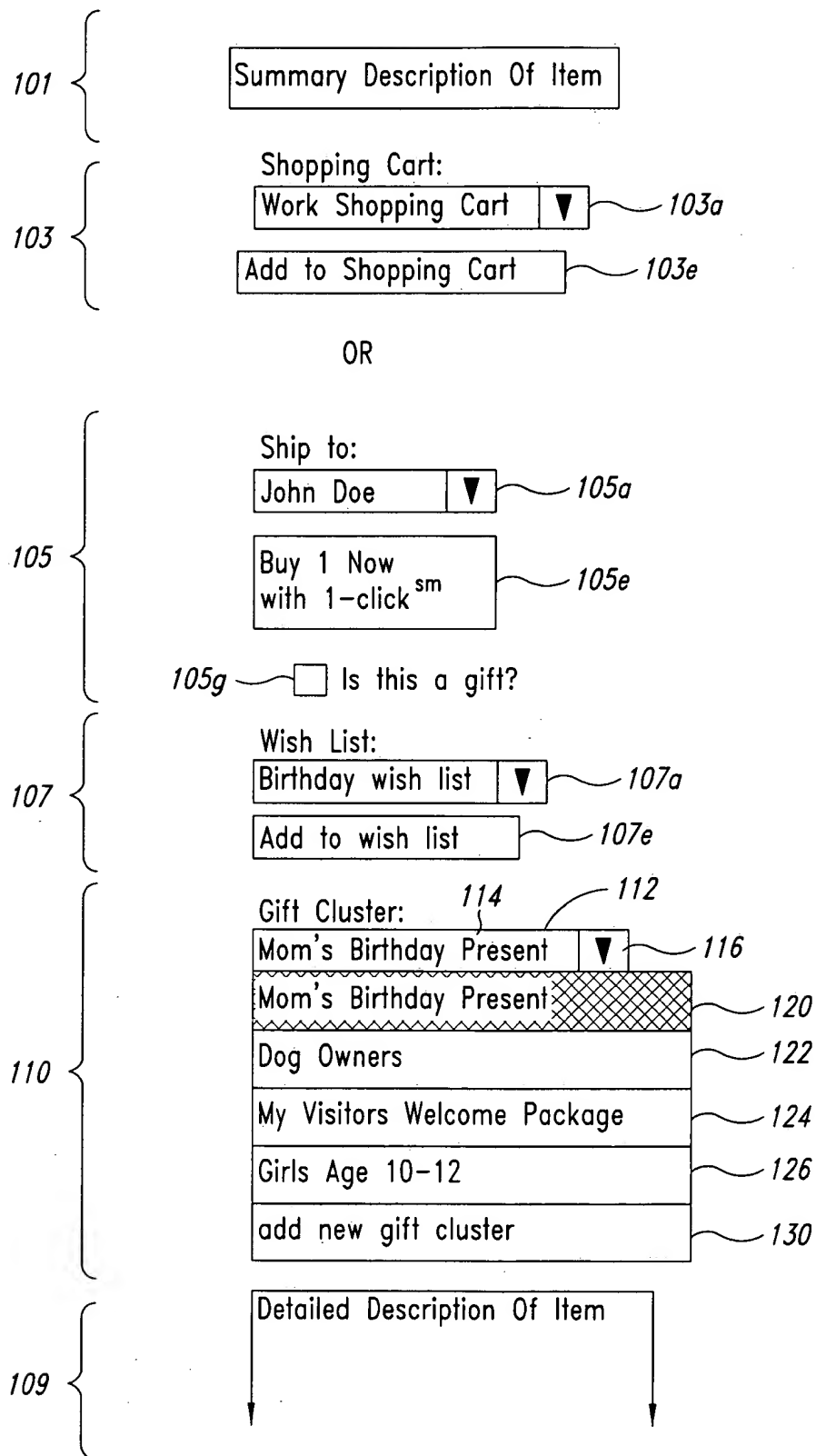


FIG. 1B

Item Categorization Information 140

	Item Name	Item ID	Product/ Service	Product Type	Service Type	Occasion	Gender	Age Range	Interests
140a	Book ABC	0001342	Product	Book	-	*	*	*	*
140b	Book BCD	0009287	Product	Book	-	*	*	*	Science Fiction, Mystery
140c	Book CDE	0001983	Product	Book	-	*	Male	16+	*
140d	Book DEF	9072086	Product	Book	-	Wedding	*	*	*
140e	Cake ABC	7972383	Product	Food	-	Birthday	*	5-10	*
140f	Food Product BCD	2987238	Product	Food	-	*	*	*	*
140g	Flower Arrangement ABC	0279800	Product	Flowers	-	*	*	*	*
140h	Music CD ABC	0013803	Product	Music, CD	-	*	*	*	*
140i	DVD Movie ABC	0012333	Product	Movie, DVD	-	*	*	*	*
140j	VHS Movie ABC	7813292	Product	Movie, VHS	-	*	*	*	*
140k	TV ABC	0974363	Product	Electronics	-	*	*	*	*
140l	Software ABC	3513527	Product	Software, CD	-	*	*	*	*
140m	Toy ABC	4397234	Product	Toy	-	*	*	*	*
140n	Video Game ABC	5982374	Product	Video Game	-	*	*	*	*
140o	Health Product ABC	9874933	Product	Health	-	*	*	*	*
140p	Prescription ABC	7283977	Product	Health	-	*	*	*	*
140q	Beauty Product ABC	6387924	Product	Beauty	-	*	*	*	*
140r	Art Item ABC	3941272	Product	Art	-	*	*	*	*
140s	Collectible Item ABC	9071467	Product	Collectible	-	*	*	*	*
140t	Kitchenware ABC	8913741	Product	Kitchenware	-	*	*	*	*
140u	Furniture ABC	7137783	Product	Furniture	-	*	*	*	*
140v	Home Furnishing ABC	8091203	Product	Furnishing	-	*	*	*	*
140w	Houseware ABC	8789122	Product	Houseware	-	*	*	*	*
140x	Lawn Product ABC	3293107	Product	Lawn	-	*	*	*	*
140y	Tool ABC	2283717	Product	Tool	-	*	*	*	*
140z	Automobile ABC	2002733	Product	Automobile	-	*	*	*	*
140aa	Automobile Rental ABC	2002733	Service	-	Rental	*	*	*	*
140ab	Home Cleaning Package ABC	3229073	Service	-	Cleaning	*	*	*	*
140ac	Computer ABC & Service BCD	4927349	Product, Service	Computer	Repair	*	*	*	*
140ad	Gift Certificate Amount ABC	3789239	Product	Gift Certificate	-	*	*	*	*
140ae	Gift Cluster ABC	9723078	Product	Cluster	-	*	*	*	*

Current Gift Cluster: Mom's Birthday Present

Change Gift Cluster

Add Selected Items To Gift Cluster

FIG. 1C

Create New Gift Clusters

* Name:	<input type="text"/>	162
Description:	<input type="text"/>	164
Available To Others:	<input type="text" value="Yes"/> ▼	166
Expiration:	<input type="text" value="None"/> ▼	168
Recipient:	<input type="text" value="&lt;any&gt;"/> ▼	170
Categories:	<input type="text" value="&lt;any&gt;"/> ▼	172
Occasion:	<input type="text" value="&lt;any&gt;"/> ▼	174
Education Level:	<input type="text" value="&lt;any&gt;"/> ▼	176
Gender:	<input type="text" value="male"/> ▼	178
Income level:	<input type="text" value="&lt;any&gt;"/> ▼	180
Age:	<input type="text" value="18-20"/> ▼	182
Location:	<input type="text" value="&lt;any&gt;"/> ▼	184
Interests:	<input type="text" value="&lt;any&gt;"/> ▼	186
Race:	<input type="text" value="&lt;any&gt;"/> ▼	188
Ethnicity:	<input type="text" value="&lt;any&gt;"/> ▼	190
Religion:	<input type="text" value="&lt;any&gt;"/> ▼	191
Occupation:	<input type="text" value="&lt;any&gt;"/> ▼	192
Sexual Orientation:	<input type="text" value="&lt;any&gt;"/> ▼	193
Gift Wrap:	<input type="text" value="None"/> ▼	195
Shipping Instructions:	<input type="text" value="None"/> ▼	196
Accompanying Card:	<input type="text" value="None"/> ▼	197

160  
Create New Gift  
Cluster As Indicated

\* - Required Field

*FIG. 1D*

My Gift Clusters 220

Gift Cluster Name	Creator	Categories	Product/Service	Available To Others	Expiration Date	Price	Gift Cluster Item Description	Cluster or Item ID	Occasion	Gender	Age Range	Interests
220a Mom's Birthday Present	User A	Book, Toy, Cleaning	Product, Service	Yes	-	\$150		0783412	*	Male	16+	*
220b							Book CDE	0001983	*	Male	16+	*
220c							Toy ABC	4397234	*	*	*	*
220d							Home Cleaning Package ABC	3229073	*	*	*	*
220e								5635655	Christmas 2000	*	10-17	*
220f							Video Game BCD	7239472	*	*	5-17	*
220g							Video Game CDE	7239487	*	*	10-20	*
:												

Current Recipient: Jan Smith 231

Change Recipient 233

Buy Selected Gift Clusters For Recipient Now 235

FIG. 2A

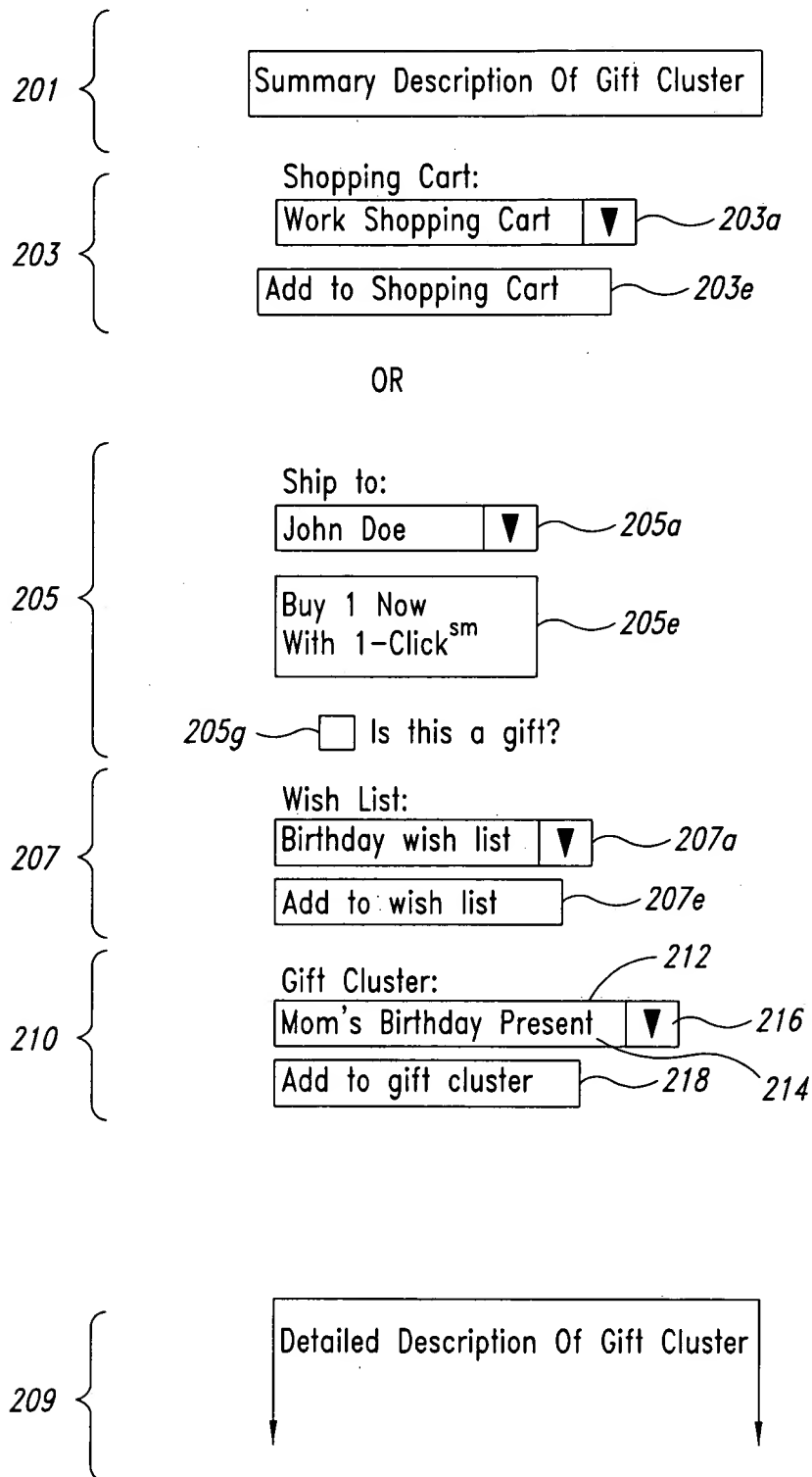


FIG. 2B

Search For Gift Clusters

Name:	<div>&lt;any&gt; ▼</div>	302
	<div>AND ▼</div>	352
Creator:	<div>self ▼</div>	304
	<div>AND ▼</div>	354
Category:	<div>&lt;any&gt; ▼</div>	306
	<div>AND ▼</div>	356
Occasion:	<div>&lt;any&gt; ▼</div>	308
	<div>AND ▼</div>	358
Gender:	<div>male ▼</div>	310
	<div>AND ▼</div>	360
Age:	<div>16 ▼</div>	312
	<div>AND ▼</div>	362
Interests:	<div>&lt;any&gt; ▼</div>	314
	<div>AND ▼</div>	364
Maximum Price:	<div>&lt;any&gt; ▼</div>	316
	<div>AND ▼</div>	366
Expiration:	<div>&lt;any&gt; ▼</div>	318
	<div>AND ▼</div>	368
	<div>&lt;Gift Cluster Property&gt; ▼</div>	320
	<div></div>	322
	<div>Search Now</div>	370

**FIG. 3A**

Customer Categorization Information 390

	Customer Name	Customer ID	Gender	Age	Birthdate	Interests	Occupation	Education Level	Income Level	Location	Race	Ethnicity	Religion	Sexual Orientation
390a	John Doe	2749328	Male	37	-	-	-	-	-	-	-	-	-	-
390b	Sally Hilter	1234112	Female	13	04/22/XX	Baseball	-	-	-	-	-	-	-	-
390c	Cowboy Joe	1634132	-	-	-	Dog Owner	-	-	-	-	-	-	-	-
390d	Jose Smith	1341311	Male	25	08/29/XX	Wine, Java	Architect	B.S.	50-60K	Boston	-	Hispanic	Catholic	Heterosexual
	⋮													

Current Gift Cluster: ABC 381     Change Gift Cluster 383     Buy Gift Cluster For Selected Recipient Now 385

FIG. 3B



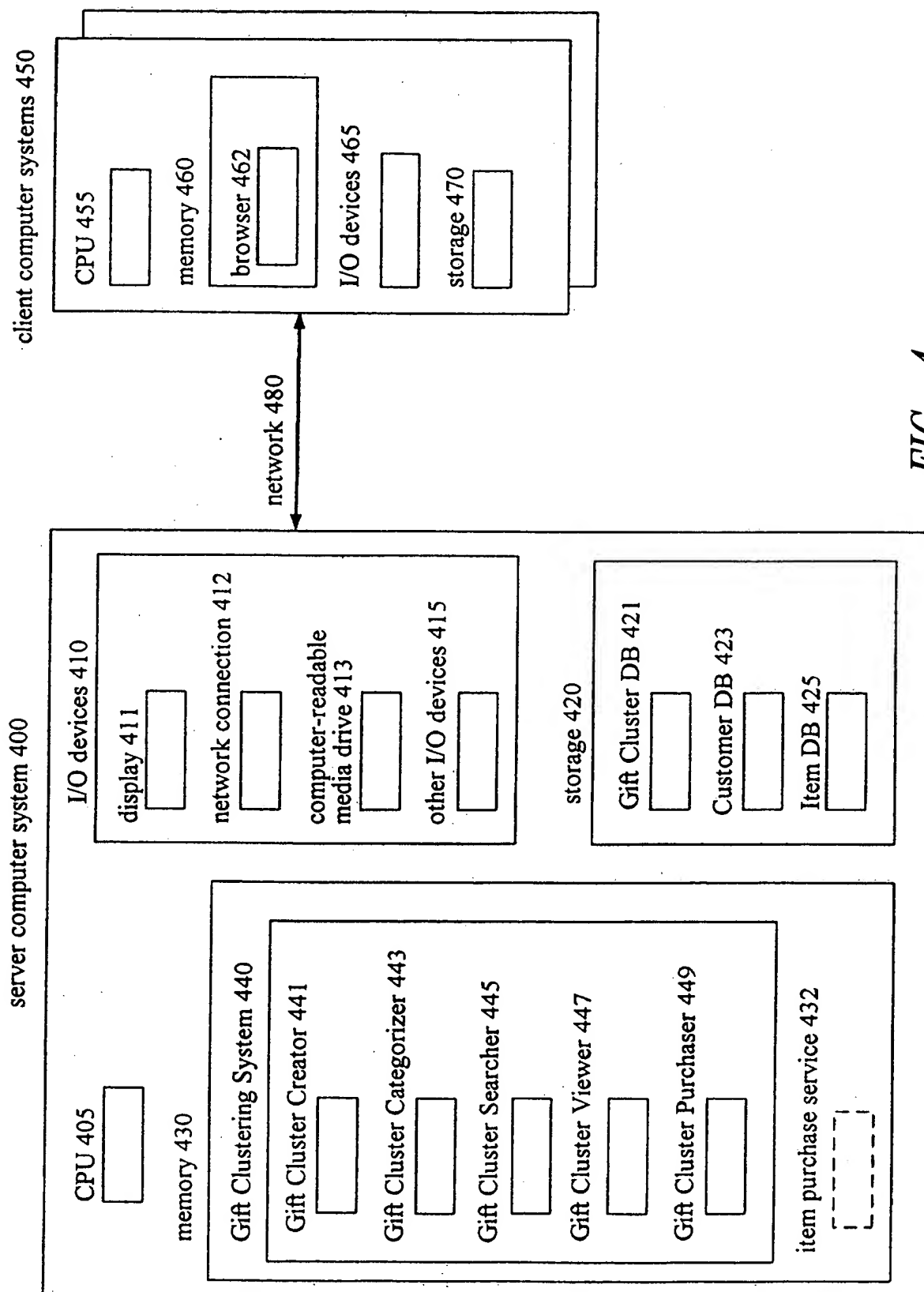


FIG. 4

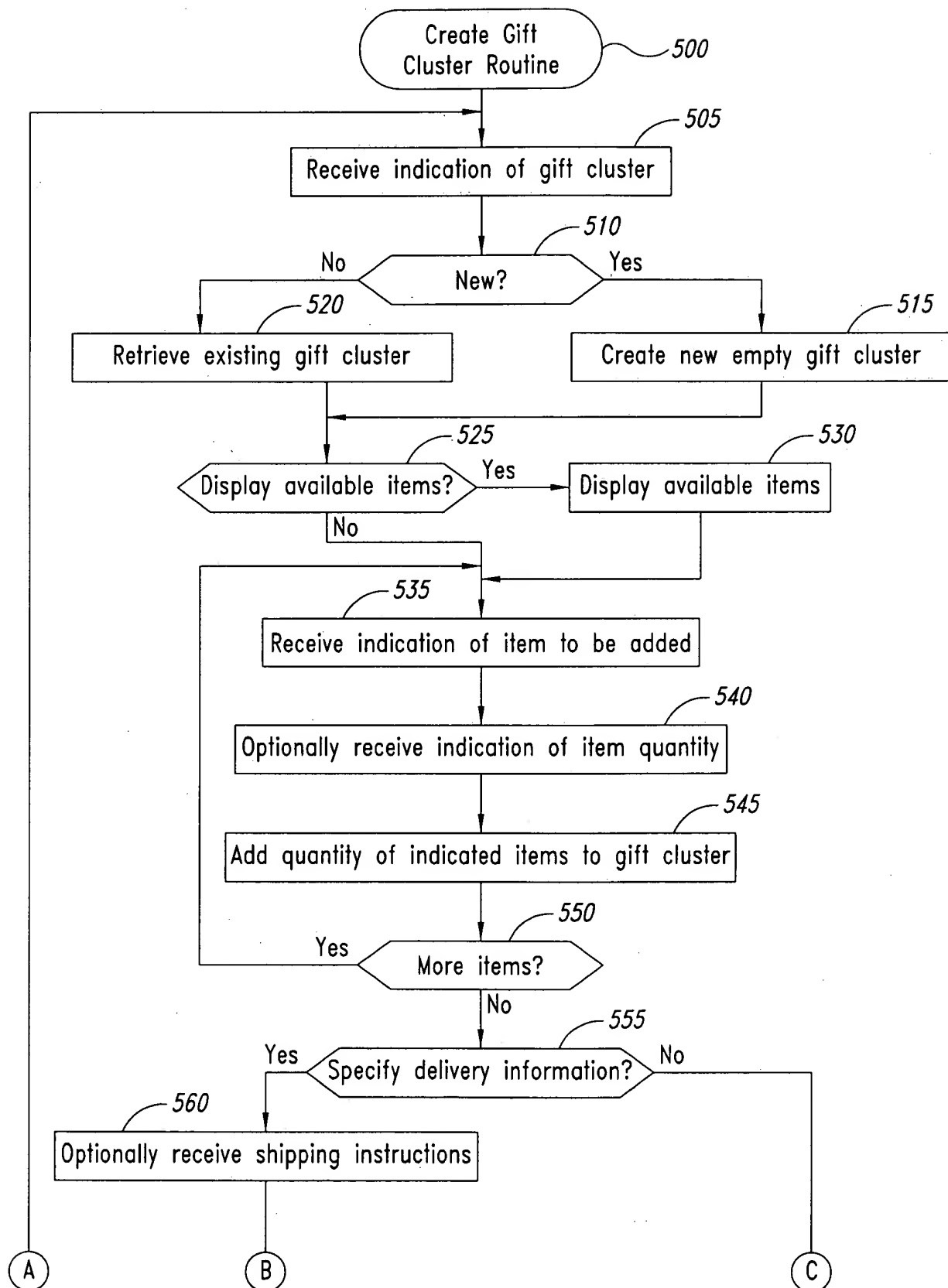


FIG. 5A

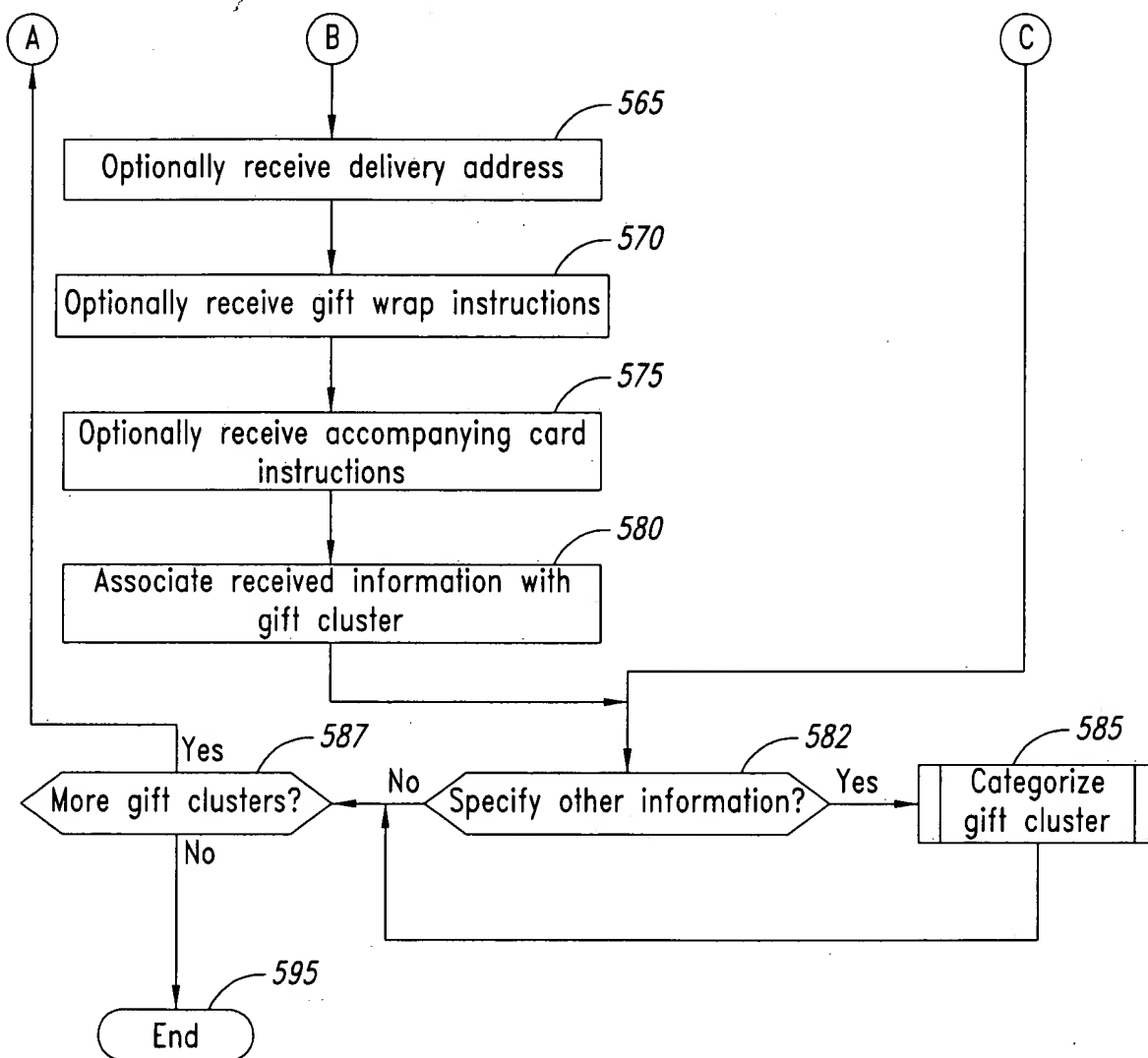
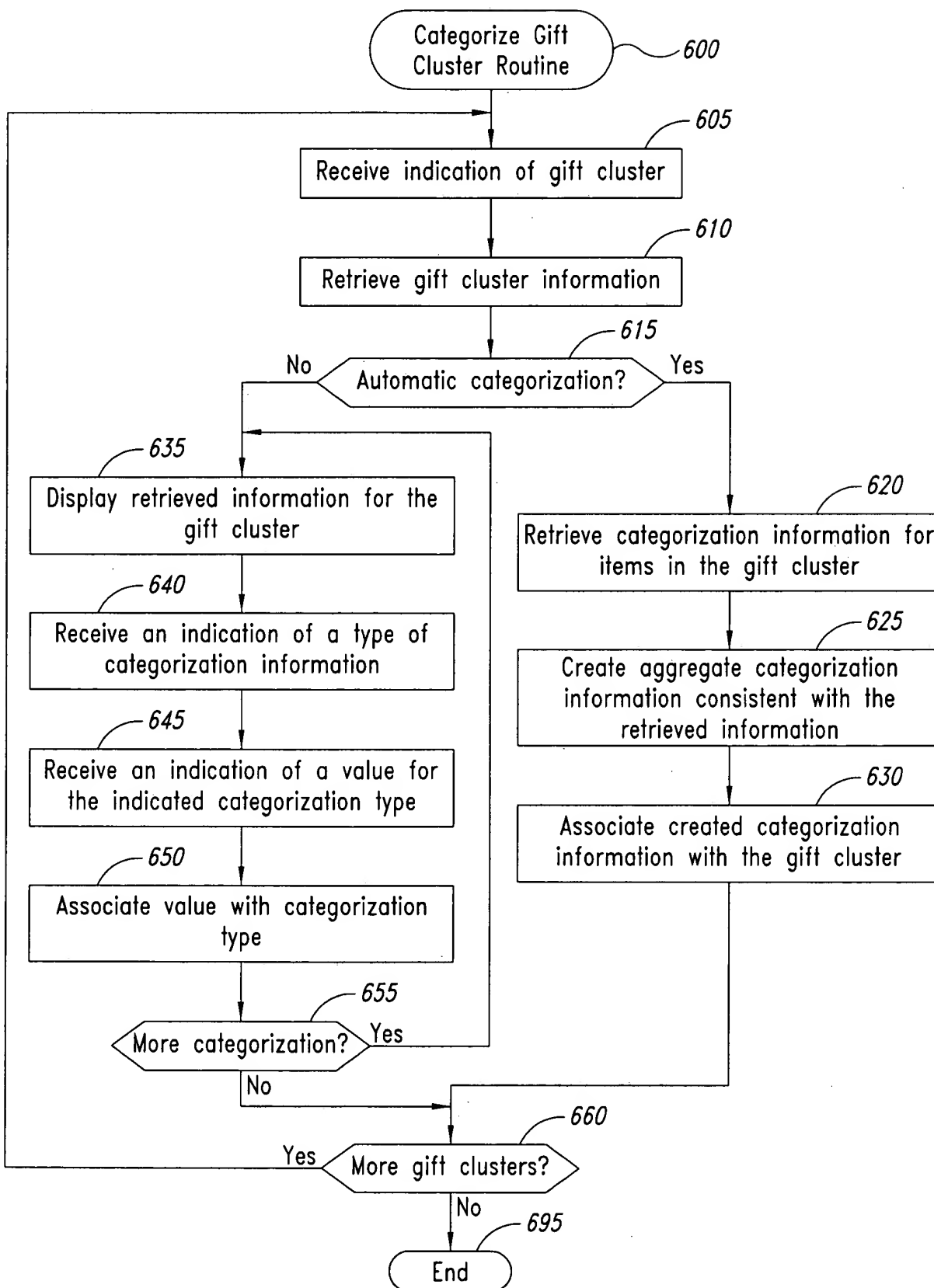


FIG. 5B



*FIG. 6*

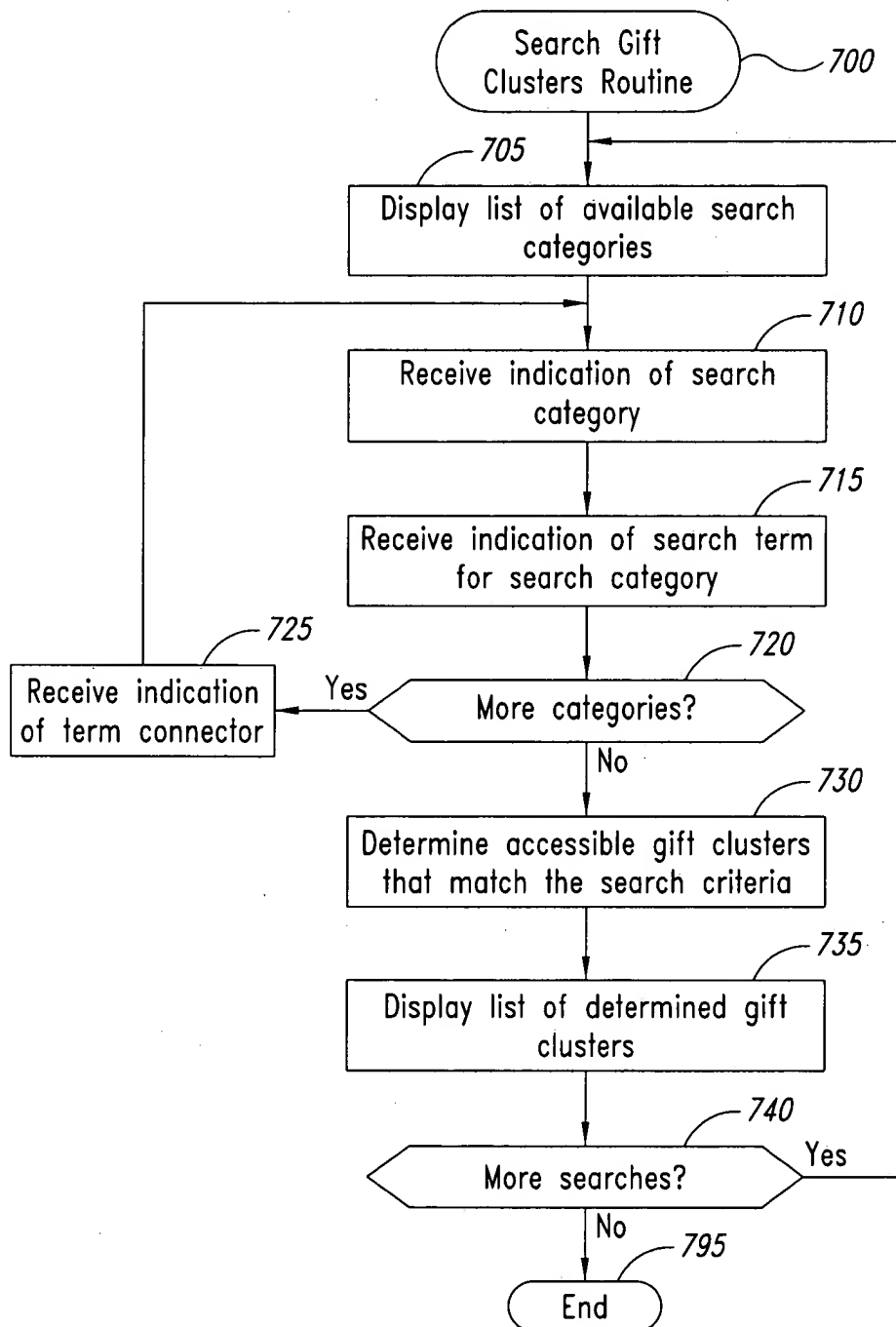


FIG. 7

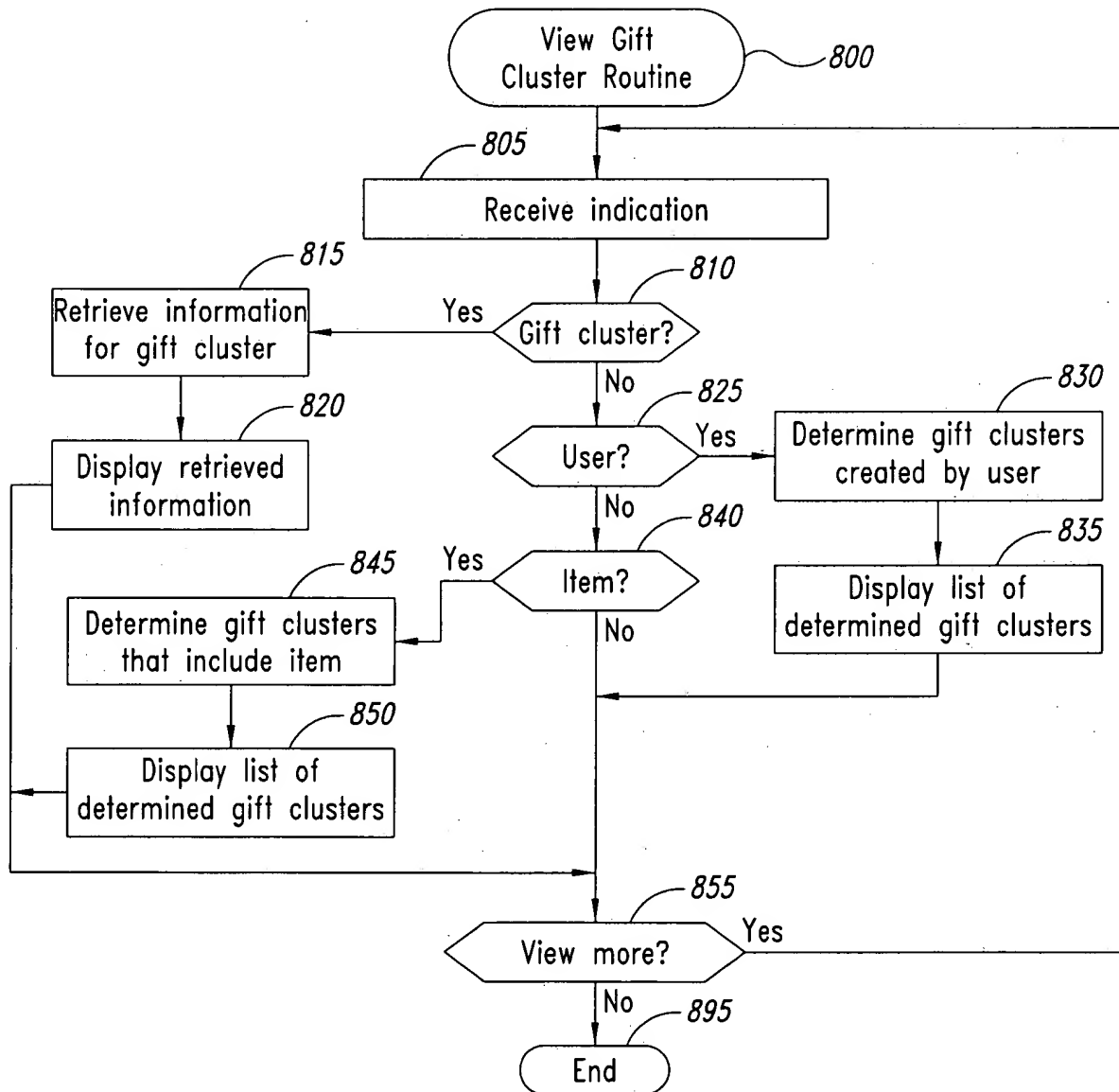


FIG. 8

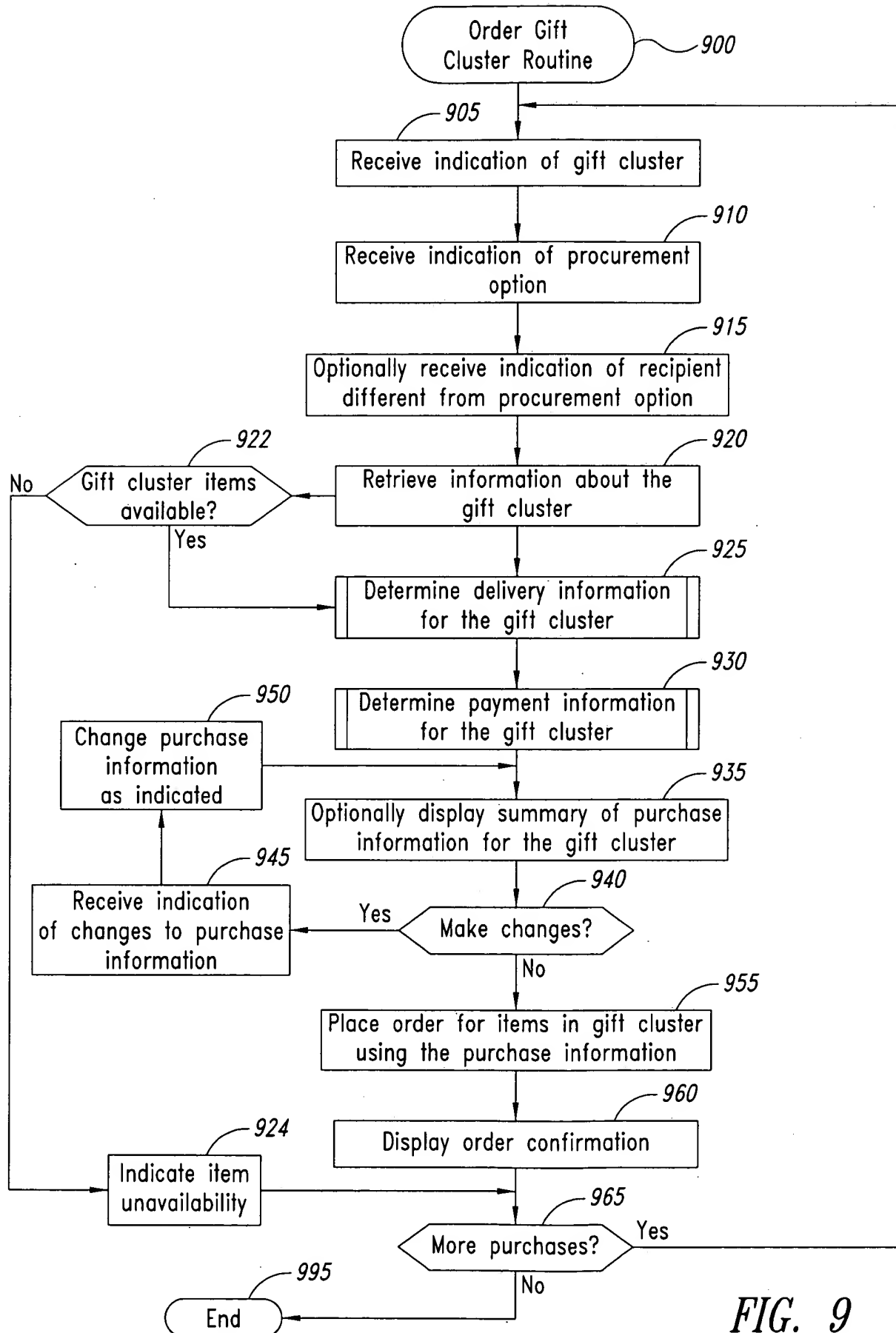


FIG. 9

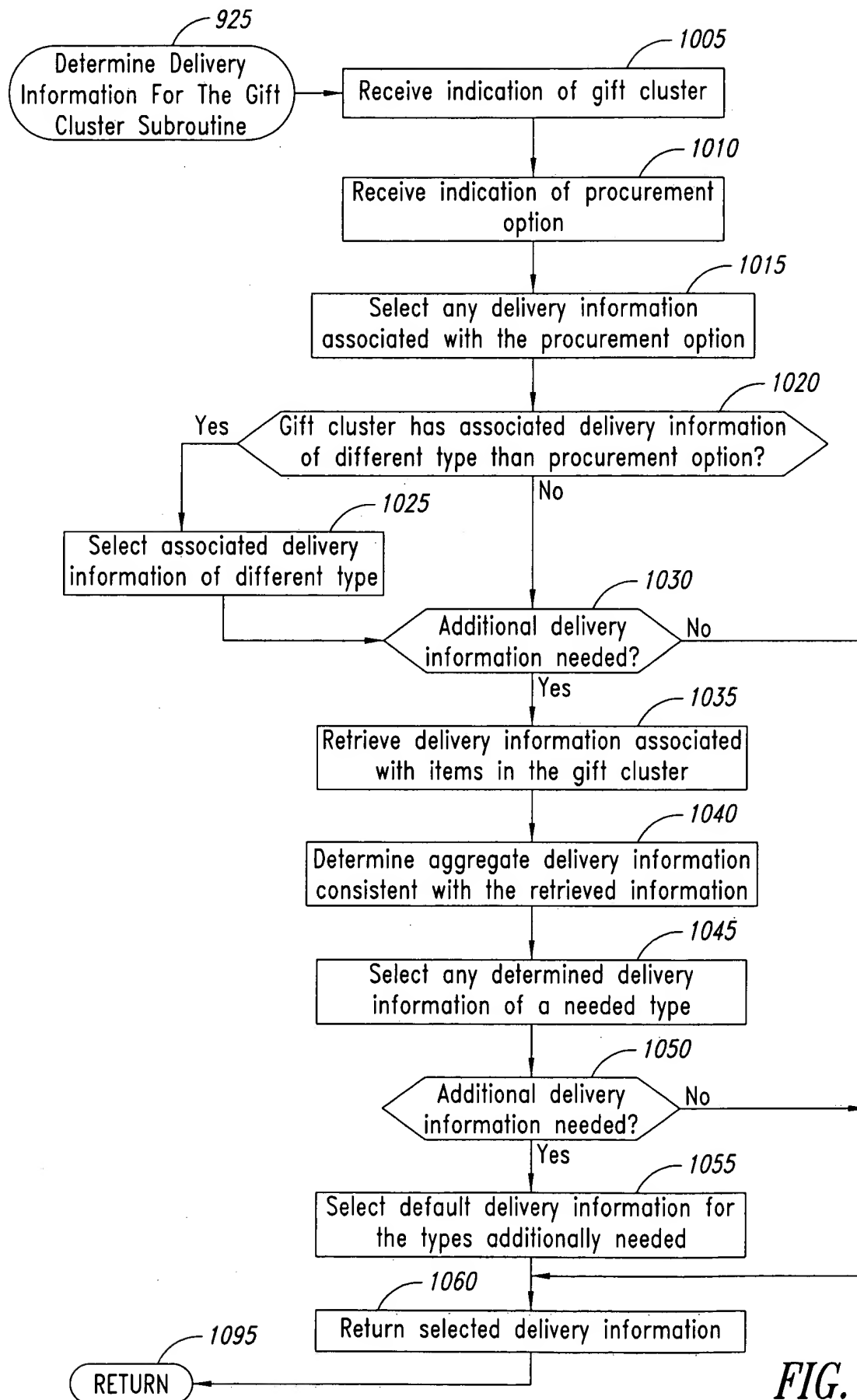
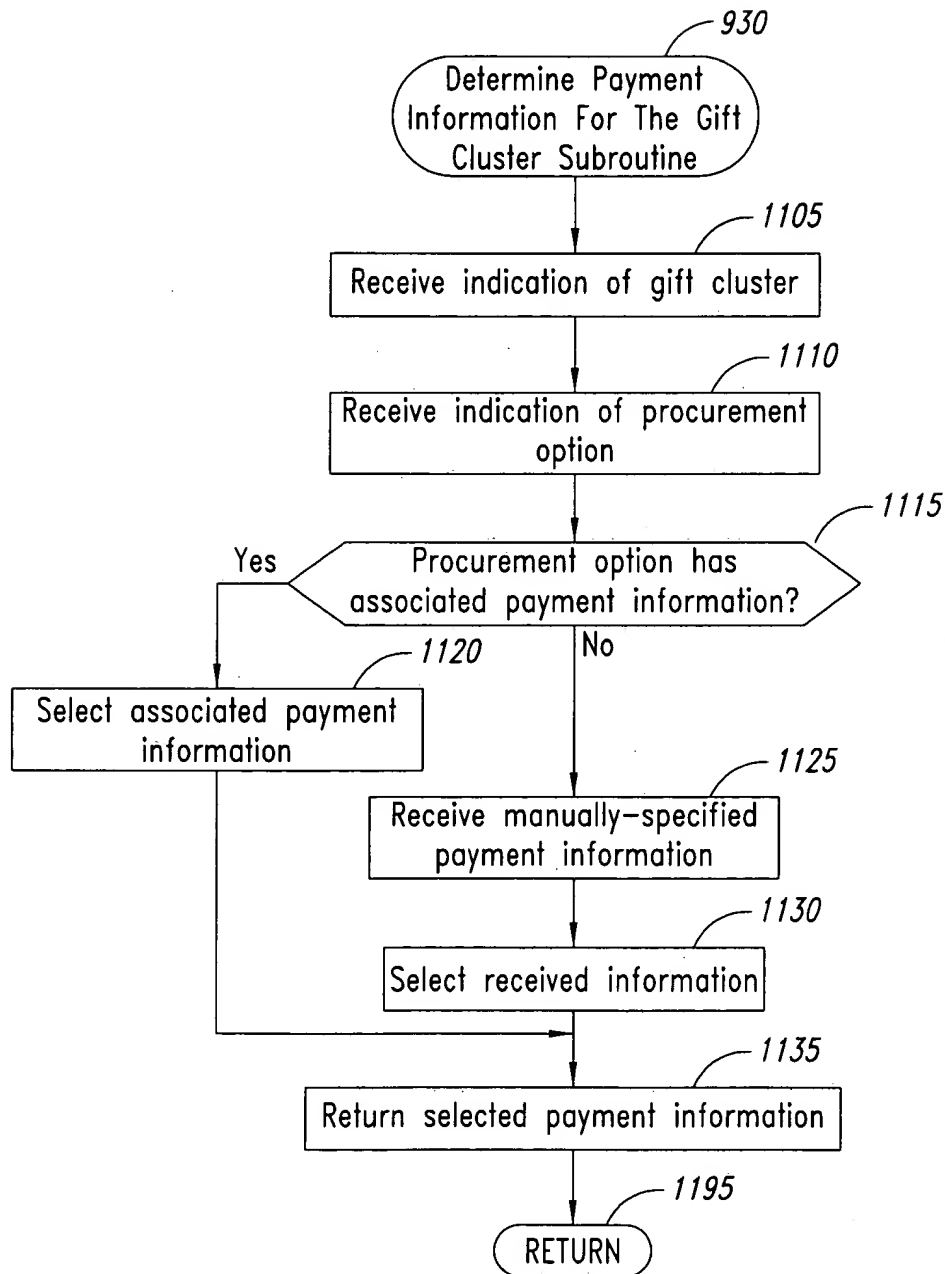


FIG. 10





*FIG. 11*